

ZIAD F. ASFAR

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Citizenships: Lebanese – Canadian

Languages: English, French, Arabic, Greek and Spanish

Computer Skills: Omega system, Micros/Fidelio, PMS, BIM



EDUCATION

- **LASALLE COLLEGE MONTREAL**, Canada - Certificate in Food and Beverage Management - Program Focus F/B - Food production, Service Bar and Human Resources (1993-1995)
- **GLION HOTEL SCHOOL**, Leysin-Switzerland – BS Hospitality Management and Food and Beverage. (1985-1988)
- **AMERICAN COMMUNITY SCHOOL (ACS)**, Athens, Greece –High School Diploma (1985)

PROFILE

- ✓ Performance-driven professional with 20+ years' record of achievement success in World Class Franchises Brands' Strategical Development
- ✓ Expert in launching and operating franchise outlets and establishing Distribution Networks
- ✓ Core Competence: Strategic Planning ♦ Business Development ♦ Financial Management ♦ Team building and Management ♦ Organization Development ♦ Operations' Management ♦ Back office management and structuring

PROFESSIONAL EXPERIENCE

To Date, Brand Consultant:

- | | |
|----------------------------------|------------------------------------|
| ▪ Cairo Kitchen, | (Franchise consultant) |
| ▪ Markys, (casual diner), Beirut | (Franchise Consultant) |
| ▪ Shawarma Bey, Beirut | (Back office and recipes and Menu) |
| ▪ Sandwichet, Beirut | (Back office, Recipes and menu) |
| ▪ Set Hosnya, Cairo | (Franchise consultant) |
| ▪ Larissa catering, Beirut | (Franchise consultant) |
| ▪ Julia's restaurant, Beirut | (Operations Consultant) |
| ▪ Fenik Pub Restaurant, Larnaca | (Managing Partner) |

2013-2016 Net Alliance, Montreal Canada / UAE

Company Profile: Net Alliance is a leading consulting firm in Montreal specialized in the Restaurant maintenance and hygiene.

Position: **Operation Director**,

Among the main projects I managed: **Amir** (60 restaurants), **Restopro** (*la belle et la boeuf*, **Carlos and Pepes**, **Baton Rouge**), **Al Andalos bakery**, **Basha** (10 restaurants). (*Social media pages available*)

2013-2016 Consultant for MAPAQ (Ministère de l'agriculture, des pêcheries et l'Alimentation du Québec).

Company Profile: **MAPAQ** Is in charge of the inspection of all the restaurants in the Montreal region.

Position: **Head Project Manager and Coordinator** for with the Ministry of Agriculture and Alimentation.

Job description:

- Consultant for Restaurants' Hygiene and Sanitation.

2008-2012 SINECO

Company Profile: Managing Company that owned **Al Balad** and **Parliamento** brands), Lebanon

Position: **Deputy General Manager**

Job description:

- Managed 5 outlets including al Parlamento and al Balad in Lebanon.
- Managed the entire franchising operation in the Gulf
- Restructured all the back office system and financial procedures.
- Organized and structured the franchise department by creating SOPs, opening manuals and all manuals related to the brand.
- Monthly audits and trainings to all franchised outlets.
- Opened branches in Khobar, Kuwait City (350 seater), signed the branch in Doha, Qatar.

2007- 2008 AL WAHAT, Sharm El Sheikh, Egypt *(Leader clubbing company) and Hotel (number 54 club in the world), capacity 4500 people.*

Company profile: Holding owning **Pasha** in Sharm el Sheikh, **Bus Stop Lounge** and **Sanafir Hotels**

Position: **Operation Director of Pasha Club**

Job description:

- Restructured the entire operation and HR
- Opened **Pachito Lounge** by December 2008 and **Bus Stop Lounge**
- Organized events such as: Bob Sinclair, Eric Morillo, David Guetta, Marcus Shultz etc...
- Main organizer for clubbing activities in Sharm El Sheikh.
- Part of a Spanish Franchisor Family

2004- 2007 CIRCLE MANAGEMENT GROUP (CMG), Lebanon

Company profile: Idarat Group owners of **Sofil Catering**, and High End restaurants such as **Café d'Orient / La Plage, Saida Rest House, Al Mijana, Sofil Health (Clemenceau Medical Center / Johns Hopkins).**

Position: **Operation Director**

Job description:

- Key role in the implementation of **DREAM Fund** (Development of Real Estate and Management Holding) leading to the acquisition of Idarat Group.
- Set and headed a full operation division of 300 employees.
- Restructured all operation departments.

- Established business and standard operational procedures for the concepts for the franchising of Sofil Catering, Mijana...
- Manager of: **Crystal, Skybar, Kitchen** (French restaurant) and **Metis** (Argentinean steak house)
- Head of the pre-opening team for the Crystal London project. **78 Wells Street, Marylebone, London, W1T 3QL**
- Head of the pre-opening team for the **Crystal beach St Tropez. Plage de Tahiti, 83350 Ramatuelle**

1996- 2004 HARD ROCK CAFÉ, Beirut, Lebanon

Position: **General Manager / Corporate Training Manager.**

Opened and managed the branches in: Beirut, Amman, Bahrain, Kuwait, Ankara, Dubai, Cairo

1995-1996 MARRIOTT WARSAW,

Position: **Assistant Food and Beverage Manager.**

TEACHING EXPERIENCE

2001- 2013 AMERICAN UNIVERSITY OF TECHNOLOGY

Position: Hospitality Course Coordinator part time then full time

2000- 2001 BALAMAND UNIVERSITY, Balamand, North Lebanon

Position: Food and Beverage Course Coordinator-part time

1997- 2000 LEBANESE AMERICAN UNIVERSITY, Beirut, Lebanon

Position: Part time lecturer

PROFESSIONAL DEVELOPMENT – TRAININGS – SEMINARS

- **2013:** Living Leadership (Atlanta-USA) by Donald Trump - Jim Collins - Ken Blanchard - John Maxwell - Mikhail Gorbachev
- Judo Strategy in Mktg by Minds Master (Canada)
- Train the trainer by Merc
- Advanced Food Hygiene by Boeker
- Management from A to Z by Minds Master (Lebanon)
- **2011:** Basic Food Hygiene by Boeker
- The 7 Habits of Highly Effective People by Franklin Covey
- Rethinking Stress by Franklin Covey
- **2011:** La Franchise : Droit et Pratique by Chamber of Commerce & Industry
- Who Moved My Cheese? by Starmanship & Associates
- Good to Great Starmanship & Associates
- Discovering Self & Others by Ken Blanchard Companies
- **2010:** Relationship Selling by Starmanship & Associates
- Situational Leadership II by Ken Blanchard Companies
- **2008:** Employees' Performance Appraisal Systems by NBTS
- New Marketing Thinking and Practice by NBTS

SPORTS & HOBBIES

- Tennis, Swimming, Fitness
- Djing, Reading, Drums